

ABSTRACT

5 The present invention concerns a system and method for initially
determining a profile for a consumer, and thereafter validating or invalidating the
initial profile, and continuously updating the same. As such, the consumption
profile serving at any one time as the 'governing' consumer consumption profile, is
considered to be the most up-to-date and representative consumption profile of
10 that customer and thus the most representative of the "true" consumption profile of
that customer at that point in time. Consequently, upon having validated the
customer's consumption profile as the most up-to-date and representative
consumption profile of that customer, this same profile is to be deemed as the
"true" consumption profile of that customer, and is subsequently to be referenced
as the consumer's current benchmark "true" consumption profile, up until the point
15 a new governing profile is warranted and established. The differences between
the initial profile and the actual behaviour of the customer are identified in order to
create a log of consistencies and inconsistencies, which serve to establish the new
governing profile. The system serves to provide better products and services to a
customer.